

**REMARKS**

Claims 46-51 have been examined, have been provisionally rejected under the doctrine of obviousness-type double patenting, and have been rejected under 35 U.S.C. § 102(e).

**I. Provisional rejection under the doctrine of obviousness-type double patenting over U.S. Patent Publication No. 2005/0088370 to Shigeta et al. (“the ‘370 publication”)**

Claims 46-51 have been provisionally rejected under the doctrine of obviousness-type double patenting as being unpatentable over claims 22-45 of the ‘370 publication. Applicants submit that the claims are patentable over the reference.

**A. Claim 46**

For example, claim 46 states that a brightness level of respective gray-scale brightness points, which are obtained at a single pixel by carrying out a first light-emission drive sequence, is set to coincide with a brightness level of respective gray-scale brightness points, which are obtained at a group of pixels by carrying out a second light-emission drive sequence.

On the other hand, in claim 22 of the ‘370 publication, a first drive pattern alternates between first and second light-emission drive sequences, and a second drive pattern alternates between third and fourth light-emission drive sequences. Furthermore, the first drive pattern and the second drive pattern are selectively executed in accordance with the type of input video signal. Since such limitations (and the limitations of the other claim 23-45) do not suggest the relationship between the brightness level obtained at a single pixel and the brightness level obtained at a group of pixels, as claim 46 recites, Applicants submit that claim 46 is patentable.

**B. Claims 47 and 48**

Since claims 47 and 48 depend upon claim 46, Applicants submit that they are patentable at least by virtue of their dependency.

**C. Claim 49**

Since claim 49 contains features that are analogous to the features discussed above in conjunction with claim 46, Applicants submit that claim 49 is patentable.

**D. Claims 50 and 51**

Since claims 50 and 51 depend upon claim 49, Applicants submit that they are patentable at least by virtue of their dependency.

**II. Rejection under 35 U.S.C. § 102(e) over U.S. Patent No. 6,297,788 to Shigeta et al. (“Shigeta”)**

Claims 46-51 have been rejected under 35 U.S.C. § 102(e) as being anticipated by Shigeta. Applicants submit that the claims are patentable over the reference.

**A. Claim 46**

For example, claim 46 states that a brightness level of respective gray-scale brightness points, which are obtained at a single pixel by carrying out a first light-emission drive sequence, is set to coincide with a brightness level of respective gray-scale brightness points, which are obtained at a group of pixels by carrying out a second light-emission drive sequence.

Shigeta discloses a drive method in which the sequence in which the sub-fields are driven temporary or spatially changes with each field. For example, in a first field, the sub-fields may be driven in the order of SF1, SF2, SF3, SF4, SF5, SF6, SF7 and SF8, and in a second sub-field, the sub-fields may be driven in the reverse order of SF8, SF7, SF6, SF5, SF4, SF3, SF2 and SF1.

However, the reference does not teach the claimed relationship between the brightness level obtained at a single pixel and the brightness level obtained at a group of pixels, as claim 46 recites. As such, Applicants submit that claim 46 is patentable over Shigeta.

**B. Claims 47 and 48**

Since claims 47 and 48 depend upon claim 46, Applicants submit that they are patentable at least by virtue of their dependency.

**C. Claim 49**

Since claim 49 contains features that are analogous to the features discussed above in conjunction with claim 46, Applicants submit that claim 49 is patentable.

**D. Claims 50 and 51**

Since claims 50 and 51 depend upon claim 49, Applicants submit that they are patentable at least by virtue of their dependency.

**III. Newly added claims**

Applicants have added new claims 52-61. Since claims 52 and 57 contain features that are analogous or similar to the features discussed above in conjunction with claim 46, Applicants submit that they are patentable. Also, since claims 53-56 and 58-61 depend upon claim 52 or 57, Applicants submits that they are patentable at least by virtue of their dependency.

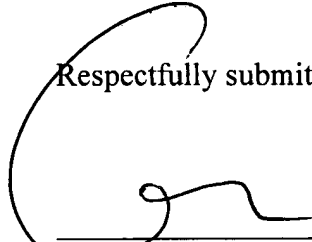
AMENDMENT UNDER 37 C.F.R. § 1.111  
U.S. Appln. No. 10/625,750

**IV. Conclusion**

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

  
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